



WPTV

# ORDER

Print Date 09/12/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision      **310173 /**

Original Date / Revision  
09/05/12    09/12/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**Obama for America**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:30:00

Estimate #      **1536**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-3

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

| Account Executive    | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100%   |            |          |

Order Share %      Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WFGC              | %          |        |
| WFLX              | %          |        |
| WPBF              | %          |        |
| WPEC              | %          |        |
| WPPB              | %          |        |
| WPXP              | %          |        |
| WTCE              | %          |        |
| WTCN              | %          |        |
| WTVX              | %          |        |
| WXEL              | %          |        |

## Order Totals

| Month          | # of Spots | Net Amount         | Gross Amount       | Rating      |
|----------------|------------|--------------------|--------------------|-------------|
| September 2012 | 27         | \$9,430.75         | \$11,095.00        | 0.00        |
| October 2012   | 5          | \$2,103.75         | \$2,475.00         | 0.00        |
| <b>Totals</b>  | <b>32</b>  | <b>\$11,534.50</b> | <b>\$13,570.00</b> | <b>0.00</b> |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|------------|--------------|
| 08/27/12   | 09/30/12 | 27      | \$9,430.75 | \$11,095.00  |
| 10/01/12   | 10/01/12 | 5       | \$2,103.75 | \$2,475.00   |

Hiatus Dates: 09/11/12

|       |      |                   |                 |                      |       |                |         |     |                   |             |     |               | Totals |          |
|-------|------|-------------------|-----------------|----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|----------|
| Ln    | Ch   | Start             | End             | Inventory Code       | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount   |
| E 1   | WPTV | 09/25/12          | 10/01/12        | Su 8-9a<br>Su 8-9a   | CM    | 8-9a           | -----S  | :30 | 1                 | \$550.00    | P-1 | 0.00 NM       | 1      | \$550.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |          |
| Week: |      | 09/25/12          | 10/01/12        | -----S               |       |                |         |     | 1                 | \$550.00    |     | 0.00          |        |          |
| E 2   | WPTV | 09/25/12          | 10/01/12        | M-F 5-6a<br>M-F 5-6a | CM    | 5-6a           | MTWTF-- | :30 | 2                 | \$120.00    | P-3 | 0.00 NM       | 2      | \$240.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |          |
| Week: |      | 09/25/12          | 10/01/12        | -TWTF--              |       |                |         |     | 2                 | \$120.00    |     | 0.00          |        |          |



**WPTV**

Print Date: 09/12/12

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Contract / Revision    **310173**    Flight Dates **09/25/12-10/01/12**

Hiatus Dates    Hiatus Dates: 09/11/12

Original Date / Revision    09/05/12/    09/12/12

Order Sep    00:30:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama for America**

Estimate #    **1536**

|  |      |                        |                 |   |                       |                |                 |               |                       |            |             |      |      | <u>Totals</u> |            |
|--|------|------------------------|-----------------|---|-----------------------|----------------|-----------------|---------------|-----------------------|------------|-------------|------|------|---------------|------------|
| Ln                                       | Ch   | Start                  | End             | Inventory Code                                  | Break                 | Start/End Time | Days            | Len           | Spots                 | Rate       | Pri         | Rtg  | Type | Spots         | Amount     |
| E 3                                      | WPTV | 09/25/12               | 10/01/12        | M-F 6-7a<br>M-F 6-7a                            | CM                    | 6-7a           | MTWTF--         | :30           | 1                     | \$450.00   | P-3         | 0.00 | NM   | 1             | \$450.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | -TWTF--   | 1                     |                | \$450.00        |               | 0.00                  |            |             |      |      |               |            |
| E 4                                      | WPTV | 09/25/12               | 10/01/12        | M-F 7-9a<br>M-F 7-9a                            | CM                    | 7-9a           | MTWTF--         | :30           | 1                     | \$450.00   | P-3         | 0.00 | NM   | 1             | \$450.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | -TWTF--   | 1                     |                | \$450.00        |               | 0.00                  |            |             |      |      |               |            |
| E 5                                      | WPTV | 09/25/12               | 10/01/12        | Sa 7-8a<br>Sa 7-8a                              | CM                    | 7-8a           | -----S-         | :30           | 1                     | \$450.00   | P-1         | 0.00 | NM   | 1             | \$450.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | -----S-   | 1                     |                | \$450.00        |               | 0.00                  |            |             |      |      |               |            |
| E 7                                      | WPTV | 09/25/12               | 10/01/12        | Su 7-8a<br>Su 7-8a                              | CM                    | 7-8a           | -----S          | :30           | 1                     | \$275.00   | P-1         | 0.00 | NM   | 1             | \$275.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | -----S  | 1                     |                | \$275.00        |               | 0.00                  |            |             |      |      |               |            |
| E 8                                      | WPTV | 09/25/12               | 10/01/12        | M-F 9-10a<br>M-F 9-10a                          | CM                    | 9-10a          | MTWTF--         | :30           | 2                     | \$190.00   | P-3         | 0.00 | NM   | 1             | \$190.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | MTWTF--   | 1                     |                | \$190.00        |               | 0.00                  |            |             |      |      |               |            |
| E 9                                      | WPTV | 09/25/12               | 10/01/12        | M-F 10-11a<br>M-F 10-11a                        | CM                    | 10-11a         | MTWTF--         | :30           | 1                     | \$150.00   | P-3         | 0.00 | NM   | 2             | \$300.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | MTWTF--   | 2                     |                | \$150.00        |               | 0.00                  |            |             |      |      |               |            |
| E 10                                     | WPTV | 09/25/12               | 10/01/12        | Sa 10-1030a<br>Sa 10-1030a                      | CM                    | 10-1030a       | -----S-         | :30           | 1                     | \$325.00   | P-3         | 0.00 | NM   | 0             | \$0.00     |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | -----S-   | 1                     |                | \$325.00        |               | 0.00                  |            |             |      |      |               |            |
| <u>Spot</u>                              |      | <u>Ch Date Range</u>   |                 | <u>Description</u>                              | <u>Start/End Time</u> |                | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           | <u>Rtg</u> | <u>Type</u> |      |      |               |            |
| 10                                       |      | WPTV 09/25/12-10/01/12 |                 | Sa 10-1030a                                     | 10-1030a              |                | -----Sa--       | :30           | <del>(\$325.00)</del> | 0.00       | NM          |      |      |               |            |
| Credited<br>mkgds were placed on #306475 |      |                        |                 |   |                       |                |                 |               |                       |            |             |      |      |               |            |
| E 11                                     | WPTV | 09/25/12               | 10/01/12        | M-F 12p NEWS<br>M-F 12n-1p                      | CM                    | 12-1p          | MTWTF--         | :30           | 4                     | \$135.00   | P-3         | 0.00 | NM   | 4             | \$540.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | MTWTF--   | 4                     |                | \$135.00        |               | 0.00                  |            |             |      |      |               |            |
| E 12                                     | WPTV | 09/25/12               | 10/01/12        | M-F 630-7p<br>M-F 630-7p                        | CM                    | 630-7p         | MTWTF--         | :30           | 1                     | \$1,500.00 | P-1         | 0.00 | NM   | 1             | \$1,500.00 |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | MTWTF--   | 1                     |                | \$1,500.00      |               | 0.00                  |            |             |      |      |               |            |
| E 13                                     | WPTV | 09/25/12               | 10/01/12        | Su 6p<br>Su 6p                                  | CM                    | 6-630p         | -----S          | :30           | 1                     | \$325.00   | P-3         | 0.00 | NM   | 0             | \$0.00     |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | -----S  | 1                     |                | \$325.00        |               | 0.00                  |            |             |      |      |               |            |
| <u>Spot</u>                              |      | <u>Ch Date Range</u>   |                 | <u>Description</u>                              | <u>Start/End Time</u> |                | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           | <u>Rtg</u> | <u>Type</u> |      |      |               |            |
| 19                                       |      | WPTV 09/25/12-10/01/12 |                 | Su 6p   | 6-630p                |                | -----Su         | :30           | <del>(\$325.00)</del> | 0.00       | NM          |      |      |               |            |
| Credited<br>mkgds were placed on #306475 |      |                        |                 |   |                       |                |                 |               |                       |            |             |      |      |               |            |
| E 14                                     | WPTV | 09/25/12               | 10/01/12        | Su 1130p-1205a after NEM<br>1130p-12x After NFL | CM                    | 1130p-1205a    | -----S          | :30           | 1                     | \$600.00   | P-3         | 0.00 | NM   | 1             | \$600.00   |
|  |      | <u>Start Date</u>      | <u>End Date</u> | <u>Weekdays</u>                                 | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |               |            |
| Week:                                    |      | 09/25/12               | 10/01/12        | -----S  | 1                     |                | \$600.00        |               | 0.00                  |            |             |      |      |               |            |



**WPTV**

Print Date: 09/12/12

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Contract / Revision    **310173**    Flight Dates **09/25/12-10/01/12**

Hiatus Dates    Hiatus Dates: 09/11/12

Original Date / Revision    09/05/12/    09/12/12

Order Sep    00:30:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama for America**

Estimate #    **1536**

|             |      |   |                   |   |       |                            |                       |                 |                   |                       |     |                 | Totals |            |
|-------------|------|---|-------------------|---|-------|----------------------------|-----------------------|-----------------|-------------------|-----------------------|-----|-----------------|--------|------------|
| Ln          | Ch   | Start   | End               | Inventory Code                                  | Break | Start/End Time             | Days                  | Len             | Spots             | Rate                  | Pri | Rtg Type        | Spots  | Amount     |
| E 14        | WPTV | 09/25/12                                      | 10/01/12          | Su 1130p-1205a after NEM<br>1130p-12x After NFL |       | 1130p-1205a                | -----S                | :30             | 1                 | \$600.00              | P-3 | 0.00 NM         | 1      | \$600.00   |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -----S  |       |                            |                       |                 | 1                 | \$600.00              |     | 0.00            |        |            |
| E 15        | WPTV | 09/25/12                                      | 10/01/12          | M-F 1135p-1235a<br>M-F 1135p-1235a              | CM    | 1135p-1235a                | MTWTF--               | :30             | 2                 | \$275.00              | P-1 | 0.00 NM         | 2      | \$550.00   |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | MTWTF--   |       |                            |                       |                 | 2                 | \$275.00              |     | 0.00            |        |            |
| E 16        | WPTV | 09/25/12                                      | 10/01/12          | M-F 5-530p<br>M-F 5-530p                        | CM    | 5-530p                     | MTWTF--               | :30             | 1                 | \$500.00              | P-3 | 0.00 NM         | 2      | \$1,000.00 |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -TWTF--   |       |                            |                       |                 | 2                 | \$500.00              |     | 0.00            |        |            |
| E 17        | WPTV | 09/25/12                                      | 10/01/12          | M-F 530-6p<br>M-F 530-6p                        | CM    | 530-6p                     | -TWTF--               | :30             | 2                 | \$425.00              | P-3 | 0.00 NM         | 1      | \$425.00   |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -TWTF--   |       |                            |                       |                 | 1                 | \$425.00              |     | 0.00            |        |            |
| E 18        | WPTV | 09/25/12                                      | 10/01/12          | M-F 6-630p<br>M-F 6-630p                        | CM    | 6-630p                     | -TWTF--               | :30             | 2                 | \$525.00              | P-3 | 0.00 NM         | 2      | \$1,050.00 |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -TWTF--   |       |                            |                       |                 | 2                 | \$525.00              |     | 0.00            |        |            |
| E 19        | WPTV | 09/25/12                                      | 10/01/12          | Sa 6p<br>Sa 6p                                  | CM    | 6-630p                     | -----S-               | :30             | 1                 | \$325.00              | P-3 | 0.00 NM         | 1      | \$50.00    |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -----S-   |       |                            |                       |                 | 1                 | \$325.00              |     | 0.00            |        |            |
| <u>Spot</u> |      | <u>Ch</u>                                     | <u>Date Range</u> | <u>Description</u>                              |       |                            | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u>     | <u>Rate</u>           |     | <u>Rtg Type</u> |        |            |
| 7           |      | WPTV  | 09/25/12-10/01/12 | Sa 6p   |       |                            | 6-630p                | -----Sa--       | :30               | <del>(\$325.00)</del> |     | 0.00 NM         |        |            |
|             |      | See MG 19.8<br>[n/a, Golf airing on Saturday] |                   |   |       |                            |                       |                 |                   |                       |     |                 |        |            |
| 8           |      | NPTV  | 10/01/12-10/01/12 | M-F 135-205a                                    |       |                            | 135-205a              | M-----          | :30               | \$50.00               |     | 0.00 NM         |        |            |
|             |      | Ⓜ MG for 19.7 09/29                           |                   |   |       |                            |                       |                 |                   |                       |     |                 |        |            |
| E 20        | WPTV | 09/25/12                                      | 10/01/12          | M-F 7-730p<br>M-F 7-730p                        | CM    | 7-730p                     | MTWTF--               | :30             | 2                 | \$650.00              | P-1 | 0.00 NM         | 1      | \$650.00   |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -TWTF--   |       |                            |                       |                 | 1                 | \$650.00              |     | 0.00            |        |            |
| E 21        | WPTV | 09/25/12                                      | 10/01/12          | Sa 7-8P<br>Sa 7-8P                              | CM    | 7-8p                       | -----S-               | :30             | 1                 | \$150.00              | P-3 | 0.00 NM         | 1      | \$150.00   |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -----S-   |       |                            |                       |                 | 1                 | \$150.00              |     | 0.00            |        |            |
| E 22        | WPTV | 09/25/12                                      | 10/01/12          | M-F 730-8p<br>M-F 730-8p                        | CM    | 730-8p                     | MTWTF--               | :30             | 1                 | \$650.00              | P-1 | 0.00 NM         | 2      | \$1,300.00 |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -TWTF--   |       |                            |                       |                 | 2                 | \$650.00              |     | 0.00            |        |            |
| E 24        | WPTV | 09/25/12                                      | 10/01/12          | Tuesday Prime B<br>Go on/The new normal         | CM    | 9-10p                      | -T-----               | :30             | 1                 | \$750.00              | P-3 | 0.00 NM         | 1      | \$750.00   |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -T-----   |       |                            |                       |                 | 1                 | \$750.00              |     | 0.00            |        |            |
| E 25        | WPTV | 09/25/12                                      | 10/01/12          | NFL Pregame<br>NFL Pregame                      | CM    | 4-10p<br>(7:00 PM-8:15 PM) | -----S                | :30             | 1                 | \$900.00              | P-3 | 0.00 NM         | 1      | \$900.00   |
|             |      | <u>Start Date</u>                             | <u>End Date</u>   | <u>Weekdays</u>                                 |       |                            |                       |                 | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u>   |        |            |
| Week:       |      | 09/25/12                                      | 10/01/12          | -----S  |       |                            |                       |                 | 1                 | \$900.00              |     | 0.00            |        |            |
| E 26        | WPTV | 09/25/12                                      | 10/01/12          |   | CM    | 11-1135p                   | MTWTF--               | :30             | 2                 | \$600.00              | P-3 | 0.00 NM         | 2      | \$1,200.00 |

| Ln    | Ch | Start             | End             | Inventory Code  | Break | Start/End Time    | Days | Len         | Spots | Rate          | Pri | Rtg | Type | Totals |                |
|-------|----|-------------------|-----------------|-----------------|-------|-------------------|------|-------------|-------|---------------|-----|-----|------|--------|----------------|
|       |    |                   |                 |                 |       |                   |      |             |       |               |     |     |      | Spots  | Amount         |
|       |    |                   |                 | M-F 11-1135p    |       |                   |      |             |       |               |     |     |      |        |                |
|       |    |                   |                 | M-F 11-1135p    |       |                   |      |             |       |               |     |     |      |        |                |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       | <u>Spots/Week</u> |      | <u>Rate</u> |       | <u>Rating</u> |     |     |      |        |                |
| Week: |    | 09/25/12          | 10/01/12        | MTWTF--         |       | 2                 |      | \$600.00    |       | 0.00          |     |     |      |        |                |
|       |    |                   |                 |                 |       |                   |      |             |       |               |     |     |      | Totals | 32 \$13,570.00 |